

**GOVERNMENT OF INDIA
TEXTILES
LOK SABHA**

STARRED QUESTION NO:364

ANSWERED ON:11.08.2016

Digital Market Place for Rural Handicrafts Products

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Will the Minister of TEXTILES be pleased to state:

(a) whether the Government has taken any initiative to organise and standardise the Indian Handicrafts industry so as to increase its revenue share at global level, and if so, the road map drawn for the purpose;

(b) whether the Government has any proposal for establishing "Digital Marketplace for Rural Handicrafts products" in the country, and if so, the details there of including the organizations proposed to be engaged for the purpose; and;

(c) the time by which the digital market place is likely to be established?;

Answer

MINISTER OF TEXTILES

(SMT. SMRITI ZUBIN IRANI)

(a) to (c): A statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PARTS (a) TO (c) OF LOK SABHA STARRED QUESTION NO. *364 FOR ANSWER ON 11.08.2016.

(a): Handicraft sector is an unorganized sector with unique identity for each craft. It is contemplated to launch a voluntary scheme for rendering quality and authenticity of handicrafts products with a view to differentiate genuine and socially – environmentally compliant handicrafts products. In addition, Textile Committee has been asked to evolve a rating scheme for standardization of handmade carpet manufacturing units.

To develop and promote this sector, Ministry of Textiles is implementing various schemes with cluster and Mega Cluster level approach. In addition, various schemes for development of Handicrafts Sector have been reviewed and a comprehensive National Handicraft Development Programme (NHDP) has been approved which emphasizes on integrated approach for development of Indian handicrafts industries in a holistic manner. The artisans Clusters are identified, surveyed and mobilized to form SHG (self help groups) and interventions are identified and implemented in a cluster for sustained development of the cluster. The schemes are implemented over a period of five years. Till now approximately 1700 such clusters have been implemented in various parts of the country.

Where artisans concentration is more than 10,000, mega cluster approach is implemented to scale up the infrastructural and production chain at Handicrafts clusters which have remained unorganized and have not kept pace with the modernization. Area specific interventions for comprehensive development of handicrafts in a region/state are identified and implemented in the form of special projects.

Various interventions are listed below:-

I. Cluster Development :-

i) Dastkar Shashktikaran Yojna:- Mobilization of artisans are undertaken in proposed clusters and various interventions are identified and implemented according to the need of the cluster.

ii) Design & Technology Up gradation:- The objective of the workshop; is to develop new prototypes to suit the tastes and preferences of contemporary market using traditional skill of artisans and introduction of new techniques and technologies for enhanced production.

iii) Human Resource Development:- Various schemes are formulated to provide qualified and trained workforce to handicraft sector.

iv) Direct Benefit to Artisans:- To support the artisans and sector various schemes such as insurance, credit guarantee, interest subvention, supply of tools equipment etc. are formulated.

v) Infrastructure and Technology Support:- To create good quality infrastructure, also to upgrade existing infrastructure, technology various components are formulated. Also to have good marketing linkages and platform provision of Urban Haats, emporia, Common

facility centres created in the scheme

II. Marketing Support & Services:- Under this artisans are supported to market their products at National and International markets in the form of fairs, Exhibitions.

III. Research and Development (R & D):- In order to generate the useful inputs to aid the policy, planning and fine tune the ongoing initiative: and to have independent evaluation of the schemes implemented by the Ministry, various studies, surveys, analysis etc. are conducted under the R&D activities.

According to the provisional data available, the exports of Handicrafts have shown an increase of Rs.2414.79 crores, from Rs.28,524.48 to Rs.30,939.27 crores, an increase of 8.46% in Rupees term in year 2015-16 as compared to previous year.

(b) & (c): Central Cottage Industries Corporation and Handloom & Handicrafts Export Corporation have undertaken digital marketing. Several State Handicrafts Corporations are also selling their products through digital marketing. A proposal for creation of E-marketing platform under Marketing Support & Service Scheme has also been received from Export Promotion Council for Handicrafts in order to facilitate buyers and sellers to procure/sell as well as to promote products categories both in domestic as well as International Markets on-line. The proposal was deficient in some inputs, therefore same has been sought from Export Promotion Council for Handicrafts.
